

# HASTINGS XX-TRA

JUNE, 1941

Devoted to the Interests of All Gold Leaf Users and  
of the Dealers and Sales People Who Serve Them

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PACK 16, BOOK 2

## Our Mythical '50 Year Club' Welcomes a "Psynologist"

A very welcome hand to the first "Psynologist" we've ever had the pleasure of knowing.

Charles Peterson, of Salt Lake City, Utah, who identifies himself by that very descriptive title, has been in the sign business over 50 years.

Another new member of our "50-Year Club" is F. B. Vincent, Garden City, Kansas, who has been a sign man since 1887. Mr. Vincent used Hastings Gold Leaf on the first job he completed alone and Hastings has been the predominating brand he has used ever since.

New members of our "30-Year Club," all Hastings enthusiasts, are Claude E. Bailey, of Van Nuys, California; Garrett E. Johnson, of Oxford, Pa. (a 35-year Hastings fan); L. A. Pearsall, of New Castle, Pa., and H. B. Cortright, of Kingston, Pa.

Best wishes to all of you — we hope you'll all find Hastings Gold Leaf 100 per cent satisfactory for many more years to come.

## Large Trailer Truck Job Features Unusual Engine-Turning Treatment



This Coors trailer truck had such a successful face-lifting recently that the Guerrero-Lindsay Sign Co., of Mesa, Arizona, proudly sent its picture on to us, as a classic example of transportation signaturing.

All the lettering on this truck, with the

exception of the words "Fine Beer," was done with Hastings XX Gold Leaf. The name "Coors" and the ribbon below were machine turned. "Coors" is outlined in black. "Fine Beer" was lettered in black with a light cream outline. The decorative lions are vermillion, outlined in Hastings XX Gold Leaf, with a black outline outside the gold leaf. All other lettering is outlined in dragon red.

Approximately 42 books of gold leaf were used on both sides, the front and back of the truck, and the job required 72 hours of labor.

We are sure that this beautiful truck, travelling the western highways, will advertise successfully not only the merits of Coors' Beer, but the craftsmanship of Guerrero-Lindsay as well.

## Seagram 'Tells the World' with This Gold Leaf Sign



This imposing outdoor sign is located on the busiest thoroughfare in Chicago . . . Michigan Avenue, just north of Chicago Avenue.

The full bevel letters gilded with Hastings XX Gold Leaf make this sign one of the most impressive pieces of outdoor advertising we have ever seen.

### If You Change Your Address

To make sure you get your copies of the XX-tra, please notify the editor promptly of any change in your address.

This is the 56th Issue of  
**HASTINGS XX-TRA**  
 JOHN V. HASTINGS, JR. .... Editor  
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 47 W. 16th Street, New York, N. Y.  
 Hastings & Co. was founded in 1820 by  
 Dr. John Hastings and has continued for  
 120 years in the control of the Hastings  
 family.  
 JOHN V. HASTINGS, JR.  
 G. BRINTON THOMAS, JR.  
 HENRY B. ROBB, JR.  
 Partners

PACK 16

JUNE, 1941

BOOK 2

**"You Don't Want Any . . .  
 Do You?"**

I was sitting in a friend's office, located in a large mid-city office building, when the door was opened by a man. He did not completely enter the room, merely pushed his head and shoulders through the doorway, and projected one hand ahead of him. In this hand he held two books.

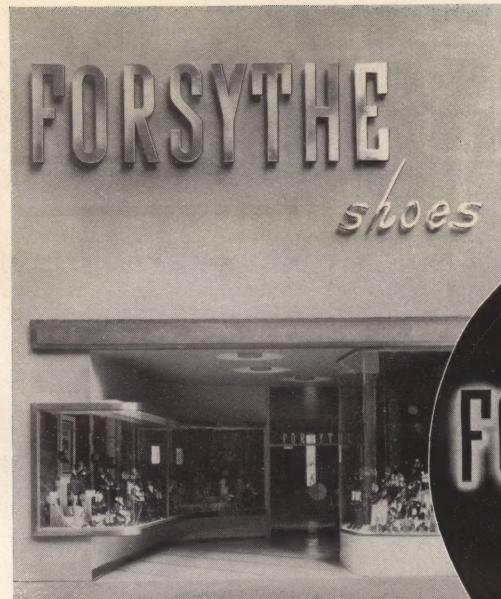
"You don't want any books today, do you?" he asked. My friend naturally said, "No!" And with a polite "Thank you," this strange type of salesman disappeared as quickly as he came in!

The humor . . . and the seriousness . . . of the situation did not occur to either of us, until the man had left. Could this be salesmanship? "You don't want any" . . . actually telling the prospect not to buy!

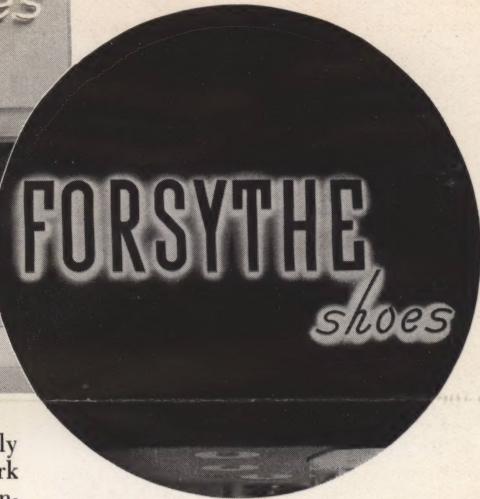
It seems to me that a great many salesmen do the same thing, albeit not as crudely. But certainly many of us overlook the all-important *suggestive* phases of salesmaking conversations.

We may not be conscious of what we are doing, but the way we discuss a problem with our customers and prospects often is the deciding factor in their decisions. Positive approach . . . "You do need a book" . . . is the expert's way of saying it. Suggest to your customers . . . suggest that they BUY!

*John V. Hastings, Jr.*



**Hastings Gold Leaf  
 On the Job . . .  
 Day and Night!**



This imposing store-front sign, equally effective day and night, is the handiwork of Neon-Art Signs, of Louisville, Kentucky.

The exterior of the channel letters is finished in Hastings Gold Leaf, and the interior in white enamel. An unusually distinctive effect is produced by indirect lighting of the letters by means of double tube white neon, thus silhouetting the letters.

This sign is a splendid example of the

**Iowa State University  
 Gets New Gold Dome**



It's a far cry from the little red schoolhouse, with its old familiar belfry, to this magnificent modern building of the Iowa State University at Iowa City, Iowa.

Hastings Gold Leaf was used in gilding the majestic dome rising over the building.

This beautiful example of gold leaf application for an architectural exterior serves as another reminder to wide-awake sign men of the possibilities of similar jobs in all communities . . . on schools, churches, and public buildings.

See pages 2-A and 2-B in your copy of the Hastings "Idea File" for additional ideas and information on this type of work.

increasing trend toward combining Gold Leaf, one of the oldest mediums of decoration and display, with the newest and most modern mediums, to produce effects never before possible.

It is a new field for progressive sign men that should not be neglected. We'll be glad to send you further details about its application.

**Architects, Contractors,  
 Urged to Specify Hastings**

Specification of Hastings Gold Leaf by architects and contractors is encouraged in a two-page advertisement appearing in the new 1941 edition of Sweet's Catalog File.

This annual publication is widely circulated among architects, engineers and building contractors. Hastings advertisement is intended to aid dealers and gilders by bringing the advantages and applications of gold leaf to the attention of all those who select, specify or purchase such materials.

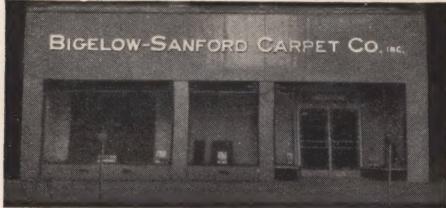
The advertisement lists all Hastings products, their uses, specifications and instructions for estimating costs. A full page of illustrations shows representative jobs done with Hastings Gold Leaf.

**'Care of Sign' Stickers Available**

A. Miller, of Cleveland, Ohio, suggests that it would be a good idea to make up stickers bearing the "Care of Your Sign" directions that appeared in the December, 1940, issue of the XX-TRA.

We have a stock of stickers of this type, and will be glad to supply Mr. Miller and any other sign men interested with a supply. Just drop us a postcard.

## Toledo's Largest Gold Leaf Sign in Five Years



E. E. Stone, of the Toledo Sign Co., is responsible for the above contribution to the "Eye-Catchers-of-Toledo."

The Bigelow-Sanford Carpet Co. sign above is the largest gold leaf sign made in Toledo in the past five years, reports Mr. Stone. The 18- and 14-inch letters were cut from 1 1/8-inch stock gilded clear to the edges, and mounted on Grey Tempered Masonite.

Mr. Stone, who ends his letters "Significantly yours," writes that he has produced more gold leaf signs in the last three months than in the whole previous year. He is very enthusiastic about the XX-tra, the Hastings "Idea File" and Hastings Gold Leaf itself.

### "Idea File" Requests Nearing 500 Mark



Close to 500 copies of the Hastings "Idea File" have been mailed to signmen all over the country, and additional requests keep pouring in daily. The "Idea File's" twelve full pages of photographs show new and interesting ways in which gold leaf has been used in truck lettering, on outdoor displays, store fronts, store windows, architectural interiors and exteriors, and for interior decoration.

You will find valuable information on gold leaf, platinum leaf, aluminum leaf, and palladium leaf, with suggestions for using them designed to help you do the best possible jobs—and to find more good jobs to do.

The photographs are accompanied by descriptions of the work showing how gold leaf users have solved their everyday problems and their unusual ones, too. The jobs pictured include all kinds of objects to be gilded, from an antique chair to the dome of a building.

If you'd like a copy, just drop us a card and we'll send one to you, free of charge.

## Meet the Mysterious "Mr. Kerr"

### WM. KERR'S BACK

*Roof or Factory Signs  
Neon and Illuminated  
Raised Letter Signs  
Outdoor Displays*



*Wood and Metal Signs  
Truck Lettering  
Wall and Window Signs  
Shop Cards & Banners*

*and that's Always a "GOOD SIGN"*

### MEET ME FACE to FACE

155-159 FRANKLIN • WARREN, OHIO • PHONE 3833

Here's one sign man who's apparently too busy to even turn around!

Wm. J. Kerr, "a man of letters" of Warren, Ohio, and Lake Worth, Florida, sent us the card illustrated above, together with a request for two copies of the Hastings "Idea File"—one for

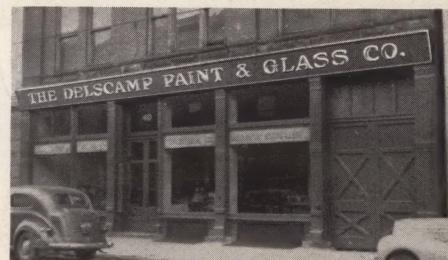
shop use and one for his sales briefcase.

Mr. Kerr also reports successful use of his Hastings looseleaf sample book. "We attribute to it the sale of many fine two-tone gold and silver leaf window jobs in Ohio and Florida," he writes.

### A Compliment from the National Sign Journal

"Thank you for keeping us on the list for XX-tra," writes O. J. Grisier, editor of National Sign Journal. "It is always interesting and well gotten up. I notice the increased snappiness of the magazine from issue to issue, and I can only say that we find it invaluable in our work here at National Headquarters."

### New Raised Wood Letter Sign for Hastings Dealer



Here's another fine example of a Hastings dealer "taking his own medicine."

Fourteen-inch high raised letters gilded with Hastings Gold Leaf add to the beauty and utility of this 52-foot sign across the front of the Delscamp Paint and Glass Company's new store in Springfield, Ohio. This job was done by the Neal Sign Company, Springfield.

### Extra Vacation Money In Your Gold Waste

Could you use a little extra pocket money on your vacation?

Then send us your gold waste at once. Just pack up all your waste cotton, rags, scrap paper, etc., that has gold in it and ship it to us.

We'll separate the gold from the trash, weigh it accurately and send you our check for the full value at market prices.

This is another of our many services to our customers.

Remember . . . if you want your check in time for your vacation, send in your skewings today.

### Idea for 5th Columnists

If you have any "5th Column" tendencies, Ray St. Aubry, of Patchogue, N. Y., has a novel idea for you.

Mr. St. Aubry has just gilded his surf-casting rod with Hastings Gold Leaf. "I'm sure the Coast Guard gang at Westhampton Beach will arrest me for a 5th Columnist, as this fishing rod can be seen for about a mile when the sun shines," he writes.

# From the Mail Bag

MR. HARRY BLACKWELL, of Cookersville, Tenn., makes us glad we're a steady customer of the U. S. Mail. Says Mr. Blackwell: "Your Hastings XX-tra for March, '41, at hand and contents absorbed. I sure appreciate receiving it, too, for it is full of fine ideas . . . some of which I have adapted to my own use. I have been making signs for 18 years and can truthfully say that I have never used any Gold Leaf in all that time other than Hastings. I don't intend to use any other, either."

Charles Feil, of Antigo, Wisconsin, is another of our many rooters. Mr. Feil says: "Please send me your 'Idea File.' If it is as much help as the other helps

you have, it will surely be worth having.

"In twenty years I have only used one pack of gold other than Hastings. And I sure noticed a big difference both in 'pin holes' and manner of packing and handling."

Carl L. Munson, of Minneapolis, Minn., makes us very happy also. Mr. Munson says: "I appreciate your Hastings XX-tra very much. I find a great deal of stimulating 'meat' in every issue. Quality of materials and workmanship have always been my talking points on making sales. I've always been proud of saying I use Hastings Gold Leaf. I've been a user since 1912."

And from a Hastings fan of old, F. A. Core, of Brooksville, Fla., comes this informative letter: "Just a few lines to let you know I'm still 'on deck,' having used your XX since 1896. Back in 1899 I painted and lettered a wooden sign with Hastings Gold Leaf in Columbus, Nebraska. After having been down here in the south since 1911, I went back to Columbus in 1928 and saw this same sign that I had made. The proprietor was still satisfied with it, and, as far as I could see, the sign was still in pretty fair condition."

Another staunch friend of Hastings, Thomas Anderson, Jr., of Redding, California, writes: "You are certainly passing on to the sign men a wealth of valuable information thru your XX-tra. I have been receiving it for about 12 years and have wished many times 'more power to Hastings.' Might add that a sign I did 12 years ago with Hastings XX is still bright and shining as ever and has never been retouched in any way since the day it was completed. This was my first job, but I have used many a pack since, and it has always been good. Wishing you the best of luck . . ."

We are always pleased and deeply gratified to receive the more than friendly comments of Hastings Gold Leaf users. Here are a few selected at random from the many that come to us from all parts of the country:

Mack C. Meredith, DeQueen, Ark.: "I have used Hastings Gold Leaf over 40 years and think it is tops."

George Franklin, Atlantic City, N. J.: "We're starting the 24th year that we have used Hastings Gold Leaf . . . it's the only one we can be sure of."

Joe Lawson, Knoxville, Tenn.: "I have used Hastings Gold Leaf for eight years. . . . I have been offered other brands several times but never taken the offer."

H. B. Camden, Durant, Okla.: "Have been using gold leaf for 40 years . . . and most of that time it's been Hastings."



Friend (reading statistics): "Do you know that every time I breathe a man dies?"

End: "Why don't you wash your mouth?"



Patient: "Doctor, are you sure I really have pneumonia? A friend of mine was told he had pneumonia and he died from something else."

Doctor (angry and upset): "Sir, when I say you have pneumonia, you'll die of pneumonia."



Judge: "Madam, do you understand the nature of an oath?"

Witness: "Well, my husband is a head stamper specializing in tricky edition work, and my son drives a second-hand flivver and sells Gold Leaf in Scotland."



"I must go down to sea again," said the fried halibut as the passenger leaned over the rail.



Shopper: "Is that a head of cheese over there?"

Clerk: "No ma'am, the boss ain't in."



1st Golfer: "Confound it, sir. You almost hit my wife."

2nd Golfer: "Did I? Well, have a shot at mine."



Gold-Beater Gus: "John, the baby has swallowed the matches. What shall I do?"

Gold-Cutter Bess: "Here, use my cigarette lighter."



XX: "I hear your boy friend wants to settle down and get a home."

XX-tra: "Well, he's got a good start. I gave him the gate last night."



Fourteen-Karat Freddy opines: "Some girls are not afraid of mice. Others have pretty legs."

## Harlem Jitterbug Center Uses Gold Leaf



"Dem Golden Slippers" probably won't get half as much attention at this music store in the heart of Harlem as the Hastings Gold Leaf sign right above the door.

Alfred P. Mack, of Brooklyn, N. Y., did this impressive piece of work for the Rainbow Music Shop.

The sheetmetal and wood display is 9½ feet long and 5 feet high. The word Decca is 22 inches high and 1½ inches thick, its half round wood letters finished in high burnish Hastings XX Gold Leaf. The word "Records" is also in gold leaf.